

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) : Calabria et al.

TITLE : SERVER-BASED KEYWORD ADVERTISEMENT
MANAGEMENT

APPLICATION NO. : 10/743,520

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CONFIRMATION NO. : 7681

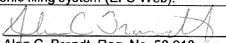
ATTORNEY DOCKET NO. : D/A3360Q1USNP-XERZ 200688US01

Commissioner for Patents
U.S. Patent and Trademark Office
Alexandria, VA 22313-1450

EFS TRANSMITTAL LETTER

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

<input type="checkbox"/> New Patent Application, including Transmittal <input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP <input type="checkbox"/> Div. <input type="checkbox"/> RCE <input type="checkbox"/> 371 Submission _____ pages of Specification _____ pages of Claims (____ total claims _____ independent claims) _____ pages of Abstract _____ sheets of Formal / Informal Drawings (Figures _____) <input type="checkbox"/> Declaration and Power of Attorney <input type="checkbox"/> Preliminary Amendment <input type="checkbox"/> Claim for Right of Priority: App. No.: _____ filed: which claims Priority to App. No.: _____ <input type="checkbox"/> Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i)	<input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required) <input type="checkbox"/> Response to Notice to File Missing Parts <input type="checkbox"/> Amendment (due: _____) <input type="checkbox"/> Petition for One Month Extension of Time <input type="checkbox"/> Response to Notice to File Missing Requirements <input type="checkbox"/> Response to Restriction Requirement <input type="checkbox"/> Petition Specify Type <input type="checkbox"/> Notice of Appeal <input type="checkbox"/> Brief on Appeal <input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee <input checked="" type="checkbox"/> Other: Reply Brief
<input checked="" type="checkbox"/> One or more fees may be paid via credit Deposit Account No.24-0037 in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).	
July 22, 2011 Date	 Alan C. Brandt, Reg. No. 50,218